ORDER

kxly News **Orders** Order / Rev: 171031 - 1 08426416 Alt Order #: JAY INSLEE FOR GOV Product Desc: **KXLY** 8243 Estimate: Flight Dates: 10/25/16 - 11/01/16 Primary AE: MATT WURM Original Date / Rev: 10/26/16 / 10/26/16 Sales Office: H-DC Order Type: **GENERAL** Sales Region: NATL Shorr Johnson Magnus Name: Agency **Buying Contact:** Mike D'Ettorre Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 100 N. 20th St. #201 Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Inslee/Gov/D/Wash Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PL Candidate Order Separation: 00:15:00 P-3 Priority: Advertiser External ID: AGY, POL, CAND Agency External ID: Revenue Codes:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	48	\$7,315.00	\$6,217.75
10/31/16	11/01/16	27	\$3,850.00	\$3,272.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	48	\$7,315.00	\$6,217.75	0.00
November 2016	27	\$3,850.00	\$3,272.50	0.00
Totals	75	\$11 165 00	\$9 490 25	0.00

Account Executives

Account Executive	unt Executive Sales Office Sales Region		Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share	Share	Total
KXLY	12%	\$11,165.00
Market	100%	\$93.041.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	8%	\$7,443.33
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	52%	\$48,381.67
KREM	28%	\$26,051.67
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
Ī	N 1	KXLY	10/25/16	10/28/16	7-9a GMA	CM	7-9a	-TWTF	:30	8	\$160.00P-2	0.00 NM	6	\$960.00
					GMA									
		Star	t Date I	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 10/2	24/16	10/30/16	-TWTF	6	\$160.00	0.00						

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Order / Rev: 171031 - 1 Advertiser: Inslee/Gov/D/Wash

Alt Order #: 08426416 Product Desc: JAY INSLEE FOR GOV KXLY

Flight Dates: 10/25/16 - 11/01/16 Estimate: 8243

Ln Ch	Start	End	Inventory Code	Break	Start/End	Гime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 KXLY	10/25/10	6 10/28/16	7-9a GMA GMA	СМ	7-9a	-TWTF	:30	8	\$160.00P-2	0.00 NM	6	\$960.00
<u>Star</u> Week: 10/2	t <u>Date</u> 24/16	End Date 10/30/16	Weekdays -TWTF	Spots/Week 6	<u>Rate</u> \$160.00	Rating 0.00						
N 2 KXLY	10/31/10	6 10/31/16	7-9a GMA GMA	СМ	7-9a	1	:30	1	\$160.00P-2	0.00 NM	1	\$160.00
<u>Star</u> Week: 10/3	t Date 31/16	End Date 11/06/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$160.00	Rating 0.00						
N 3 KXLY	10/25/10	6 10/28/16	630-7a GMNW	СМ	630-7a	-TWTF	:30	4	\$175.00P-2	0.00 NM	3	\$525.00
<u>Star</u> Week: 10/2	t <u>Date</u> 24/16	End Date 10/30/16	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$175.00	Rating 0.00						
4 KXLY	10/31/10	6 10/31/16	630-7a GMNW	СМ	630-7a	1	:30	1	\$175.00P-2	0.00 NM	1	\$175.00
Star Week: 10/3	t Date 31/16	End Date 11/06/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00						
N 5 KXLY			6-630a GMNW	CM	6-630a	-TWTF	:30	4	\$160.00P-2	0.00 NM	3	\$480.00
Star Week: 10/2	t <u>Date</u> 24/16	End Date 10/30/16	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$160.00	Rating 0.00						
		6 10/31/16		СМ	6-630a	1	:30	1	\$160.00P-2	0.00 NM	1	\$160.00
Star Week: 10/3	t Date	End Date 11/06/16	Weekdays 1	Spots/Week	<u>Rate</u> \$160.00	Rating 0.00						
N 7 KXLY			9-10a M-F	CM	9-10a	-TWTF	:30	4	\$90.00P-2	0.00 NM	3	\$270.00
<u>Star</u> Week: 10/2	t Date 24/16	End Date 10/30/16	Live With Kelly Weekdays -TWTF	Spots/Week	<u>Rate</u> \$90.00	Rating 0.00						
8 KXLY			9-10a M-F	СМ	9-10a	1	:30	1	\$90.00P-2	0.00 NM	1	\$90.00
Star Week: 10/3	t Date 31/16	End Date 11/06/16	Live With Kelly Weekdays 1	Spots/Week	<u>Rate</u> \$90.00	Rating 0.00						
9 KXLY			5p Su News 5p News	СМ	5-530p	1	:30	1	\$85.00P-2	0.00 NM	1	\$85.00
Star Week: 10/2	t <u>Date</u> 24/16	End Date 10/30/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$85.00	Rating 0.00						
N10 KXLY	10/25/10	6 10/28/16	6-630p M-F M-F News @6	CM	6-630p	-TWTF	:30	4	\$175.00P-2	0.00 NM	3	\$525.00
Star Week: 10/2		End Date 10/30/16	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$175.00	Rating 0.00						
11 KXLY			6-630p M-F M-F News @6	СМ	6-630p	1	:30	1	\$175.00P-2	0.00 NM	1	\$175.00
Star Week: 10/3	t Date	End Date 11/06/16	Weekdays 1	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00						
N12 KXLY			5-530p M-F M-F News @5p	СМ	5-530p	-TWTF	:30	4	\$175.00P-2	0.00 NM	3	\$525.00
· · · · · · · · · · · · · · · · · · ·	t Date	End Date	Weekdays -TWTF	Spots/Week	Rate	Rating						
13 KXLY		10/30/16 6 10/31/16	5-530p M-F	CM	\$175.00 5-530p	0.00	:30	1	\$175.00P-2	0.00 NM	1	\$175.00
<u>Star</u>	t Date	End Date	M-F News @5p <u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/3 N14 KXLY		11/06/16 6 10/28/16	1 630-7p M-F	CM	\$175.00 630-7p	0.00 -TWTF	:30	4	\$155.00P-2	0.00 NM	3	\$465.00
	t Date	End Date	M-F News @630 Weekdays		·	Rating		-	, -			,
Week: 10/2	24/16	10/30/16	-TWTF	3	Rate \$155.00	0.00			A.5 =			. . =
15 KXLY	10/31/10	6 10/31/16	630-7p M-F M-F News @630p	CM	630-7p	1	:30	1	\$155.00P-2	0.00 NM	1	\$155.00
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

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Order / Rev: 171031 - 1 Advertiser: Inslee/Gov/D/Wash

Alt Order #: 08426416 Product Desc: JAY INSLEE FOR GOV KXLY

Flight Dates: 10/25/16 - 11/01/16 Estimate: 8243

_Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
15 KX	LY 10/31/	16 10/31/16	630-7p M-F M-F News @630p	CM	630-7p	1	:30	1	\$155.00P-2	0.00 NM	1	\$155.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	10/31/16 LY 10/25/	11/06/16 16 10/28/16	1 730-8p M-F	CM	\$155.00 730-8p	0.00 -TWTF	:30	4	\$70.00P-2	0.00 NM	3	\$210.00
	Start Date	End Date	Insider Weekdays	Spots/Week	<u>Rate</u>	Rating						
	10/24/16	10/30/16	-TWTF	3	\$70.00	0.00						
17 KX	LY 10/31/	16 10/31/16	730-8p M-F Insider	СМ	730-8p	1	:30	1	\$70.00P-2	0.00 NM	1	\$70.00
	Start Date 10/31/16	End Date 11/06/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$70.00	Rating 0.00						
N18 KX	LY 10/25/	16 10/28/16	7-730p M-F ET Tonight	СМ	7-730p	-TWTF	:30	4	\$70.00P-2	0.00 NM	3	\$210.00
	Start Date 10/24/16	End Date 10/30/16	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$70.00	Rating 0.00						
			7-730p M-F ET Tonight	СМ	7-730p	1	:30	1	\$70.00P-2	0.00 NM	1	\$70.00
	Start Date 10/31/16	End Date 11/06/16	Weekdays 1	Spots/Week	<u>Rate</u> \$70.00	Rating 0.00						
		16 10/31/16	Mon 8p Prime	СМ	8-10p	1	:30	1	\$700.00P-2	0.00 NM	1	\$700.00
	Start Date	End Date	Dancing w/Stars Weekdays	Spots/Week	<u>Rate</u>	Rating						
	10/31/16	11/06/16	1	1	\$700.00	0.00						
21 KX	LY 10/27/	16 10/27/16	Thu 8-9p Prime Grey's Anatomy	СМ	8-9p	1	:30	1	\$500.00P-2	0.00 NM	1	\$500.00
	Start Date 10/24/16	End Date 10/30/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
22 KX	LY 10/26/	16 10/26/16	Wed 9-10p Prime Wed 9p Comedy	СМ	9-10p	1	:30	1	\$900.00P-2	0.00 NM	1	\$900.00
	Start Date 10/24/16	End Date 10/30/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
23 KX	LY 10/28/	16 10/28/16	Fri 9-10p Special Shark Tank	CM	9-10p	1	:30	1	\$750.00P-2	0.00 NM	1	\$750.00
	Start Date 10/24/16	End Date 10/30/16	Weekdays 1	Spots/Week	<u>Rate</u> \$750.00	Rating						
Spot	Ch Date Ra		escription	Start	:/End Time	0.00 <u>V</u>	<u>Veekdays</u>	Len	gth Rate	Rtg Type		
			ri 9-10p Prime	9-10		-	F	-	:30 \$750.00	0.00 NM		
24 KX	LY 10/30/1	16 10/30/16	11p Sun Late New Late News Sun	vs CM	11-1135p	1	:30	1	\$45.00P-2	0.00 NM	1	\$45.00
	Start Date 10/24/16	End Date 10/30/16	Weekdays 1	Spots/Week	<u>Rate</u> \$45.00	Rating 0.00						
		16 10/28/16	Jimmy Kimmel Jimmy Kimmel	СМ	1135p-1237x		:30	8	\$40.00P-2	0.00 NM	7	\$280.00
	Start Date 10/24/16	End Date 10/30/16	<u>Weekdays</u> -TWTF	Spots/Week 7	<u>Rate</u> \$40.00	Rating 0.00						
		16 10/31/16	Jimmy Kimmel Jimmy Kimmel	СМ	1135p-1237x		:30	1	\$40.00P-2	0.00 NM	1	\$40.00
	Start Date 10/31/16	End Date 11/06/16	Weekdays 1	Spots/Week	<u>Rate</u> \$40.00	Rating 0.00						
		16 10/30/16	Su GMA	CM	7-8a	1	:30	1	\$65.00P-2	0.00 NM	1	\$65.00
	Start Date	End Date	Su GMA <u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	10/24/16	10/30/16	1	1	\$65.00	0.00	-00		Ф 7 Г 00 Б 0	0.00.11.1		#75.00
28 KX	LY 10/30/1	16 10/30/16	This Week This Week	СМ	758-9a (8:00 AM-9:00	1 O AM)	:30	1	\$75.00P-2	0.00 NM	1	\$75.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/24/16	10/30/16 10/29/16	1	CM	\$75.00	0.00		1	P-2	0.00 NM	1	\$70.00
		10/29/10		Civi				1	P-2	U.UU INIVI	· '	φ10.00

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Order / Rev: 171031 - 1 Advertiser: Inslee/Gov/D/Wash

Alt Order #: 08426416 Product Desc: JAY INSLEE FOR GOV KXLY

Flight Dates: 10/25/16 - 11/01/16 Estimate: 8243

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
29 KXLY	10/29/1	6	Sa GMA Sa GMA		7-8a	1-	- :30		\$70.00			
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2 N30 KXLY		10/30/16	1- 11p M-F Late Nev	ws CM	\$70.00 11-1135p	0.00 -TWTF	- :30	4	\$125.00P-2	0.00 NM	3	\$375.00
NOU RALI	10/23/1	0 10/20/10	Late News	NS CIVI	11-1133р	-IWIF	50	7	ψ123.001 -Z	0.00 INIVI	3	ψ373.00
Star Week: 10/2	rt Date	End Date 10/30/16	<u>Weekdays</u> -TWTF	Spots/Week 3	Rate \$125.00	Rating 0.00						
31 KXLY			11p M-F Late Nev		11-1135p	1	- :30	1	\$125.00P-2	0.00 NM	1	\$125.00
			Late News		_							
<u>Star</u> Week: 10/3	rt Date 31/16	End Date 11/06/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
N32 KXLY			7-9a GMA	CM	7-9a	-T	- :30	2	\$160.00P-2	0.00 NM	2	\$320.00
Ctor	rt Doto	End Date	GMA	Cnoto/Mook	Doto	Dating						
<u>عرما</u> Week: 10/3	rt Date 31/16	11/06/16	<u>Weekdays</u> -T	Spots/Week 2	<u>Rate</u> \$160.00	Rating 0.00						
N33 KXLY	11/01/1	6 11/01/16		CM	630-7a	-T	- :30	1	\$175.00P-2	0.00 NM	1	\$175.00
Star	rt Date	End Date	GMNW <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/3		11/06/16	-T	1	\$175.00	0.00						
N34 KXLY	11/01/1	6 11/01/16	6-630a GMNW	CM	6-630a	-T	- :30	1	\$160.00P-2	0.00 NM	1	\$160.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/3		11/06/16	-T	1	\$160.00	0.00						
N35 KXLY	11/01/1	6 11/01/16	9-10a M-F Live With Kelly	CM	9-10a	-T	- :30	2	\$90.00P-2	0.00 NM	2	\$180.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/3		11/06/16	-T	2	\$90.00	0.00			*			
N36 KXLY	11/01/1	6 11/01/16	6-630p M-F M-F News @6	СМ	6-630p	-T	- :30	1	\$175.00P-2	0.00 NM	1	\$175.00
Star Week: 10/3	rt Date	End Date 11/06/16	Weekdays -T	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00						
N37 KXLY				CM	5-530p	-T	- :30	1	\$175.00P-2	0.00 NM	1	\$175.00
			M-F News @5p		•				•			·
Star Week: 10/3	rt Date 31/16	End Date 11/06/16	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00						
N38 KXLY			630-7p M-F	CM	630-7p	-T	- :30	1	\$155.00P-2	0.00 NM	1	\$155.00
0.		E 15 /	M-F News @630	•	Б.,	D ::						
Star Week: 10/3	rt Date 31/16	End Date 11/06/16	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$155.00	Rating 0.00						
N39 KXLY		6 11/01/16	730-8p M-F	CM	730-8p	-T	- :30	1	\$70.00P-2	0.00 NM	1	\$70.00
Stor	rt Date	End Date	Insider <u>Weekdays</u>	Spots/Week	Pata	Rating						
Week: 10/3		11/06/16	-T	<u>3pois/Week</u>	<u>Rate</u> \$70.00	0.00						
N40 KXLY	11/01/1	6 11/01/16	7-730p M-F ET Tonight	СМ	7-730p	-T	- :30	2	\$70.00P-2	0.00 NM	2	\$140.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/3		11/06/16	-T	2 CM	\$70.00	0.00	.20		¢40,00D,2	0.00 NIM	,	\$ 00.00
N41 KXLY	1 1/0 1/1	0 11/01/16	Jimmy Kimmel Jimmy Kimmel	СМ	1135p-1237	х -Т	- :30	2	\$40.00P-2	0.00 NM	2	\$80.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/3 N 42 KXLY		11/06/16 6 11/01/16	-T 11p M-F Late Nev	ws CM	\$40.00 11-1135p	0.00 -T	- :30	1	\$125.00P-2	0.00 NM	1	\$125.00
11.12 IV(L)	/0 1/ 1		Late News	Oivi	гтоор	,	.00		ψ1 <u>2</u> 0.001 Z	0.00 INIVI	·	ψ120.00
	rt Date	End Date	Weekdays -T	Spots/Week	Rate \$125.00	Rating						
Week: 10/3	J I / 10	11/06/16	-1	1	\$125.00	0.00				Totals	75	\$11 165 00

Totals 75 \$11,165.00